



## Leaders in our Field!

*Setting the Standard for Kind, Sustainable Farming*

In an egg aisle awash with misleading terms, at Vital Farms we keep it real. Pasture-raising is exactly what it sounds like – free to roam girls on grass. Fresh, plentiful, pesticide-free grass. And it's been that way since our very first farm.

Back in 2007, even the term 'pasture-raising' was little known, and was not much more than a loose set of traditional backyard practices for ethically-minded farming.

But the difference was clear. Free to be themselves, the hens were happy and healthy. And with a mixed and varied foraged diet, the eggs they laid were rich and delicious. So we set about establishing standards, helping to create a well-defined system that works for hens throughout

the U.S. wherever it's warm enough to be outdoors all year round.

We follow the same rigorous Certified Humane® Program standards for pasture-raised hens to this day: at least of 108 sq. ft. of fresh, rotated pasture for every hen, plus sunshine and shade, cover and shelter.

Those standards mean that every Vital Farms farmer practices methods that are both sustainable and kind – to the hens and to the land – so that every Vital Farms egg is as healthy and nutritious as any you'll ever find!



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## Vital Verification!

Afraid product labelling isn't all it's cracked up to be? Check for third-party verification. Certified Humane, with their scientific committee of animal science PhDs and veterinarians, has defined what we consider the gold standard for humane care. The Certified Humane seal carries real meaning - all our farms are audited and certified annually with the possibility of surprise audits at any time. Want to be sure it's truly pasture-raised? Don't buy without the badge!



*Our Farm Support team works 24/7 keeping up our high standards!*

*All farm animals should be treated with care, respect & loving kindness. By buying our eggs, you're helping make the world a better place. Thank you from all of us at Vital Farms!*



## From Farm to Tablet!

*Where we share our egg-spertise!*

Have you seen the brand new VitalFarms.com? Packed full of useful information, our updated website is the best place to learn about all the great things that we do. Don't forget to share it with your friends!

## Bird of the Month



*Marvelous Marilyn loves spending her days foraging in the forest!*